SPECIFICATION AMENDMENTS

Add the following paragraph after line 12 on page 23 --

 \mathcal{C}

A media distributor distributes an admission media to customers entitled to access the attraction, said admission media including informational material printed thereon. The informational material is correlated to the location of the media distributor and the time assigned. Further, the informational material is generated specifically for the customer based upon an identification of that customer. Also, the informational material is generated to influence pedestrian traffic patterns.